

VELUX

“Building an extension?”

(Think Velux windows)

Ik ga Bouwen / Je vais Construire

CAMPAIGN BRIEFING

Velux “Windows for building extensions”

- **Detection of a new market** for Velux windows
- When building an **extension to your home** use Velux windows in the roof to let more light in
- **How can we find the people** interested in this new Velux solution?
- **How can we inform them** and explain the benefits of Velux windows in the roof of building extensions

CAMPAIGN PROPOSAL

Velux “Windows for building extensions”

- **Defining the strategy:** show the importance of light in a building to an interested and concerned audience
- **Seeking the right target group:** builders/renovators
 - ⑨ the magazine dedicated to building and renovation “Ik ga Bouwen / Je vais Construire”
- **Determining the concept** ⑨ a pop-up as an extension
- **Coordinating the project:** production of the pop-up, mediaplanning and – buying, technical specs with Roularta Printing
- **Positive evaluation** of the campaign